STOP THE NEW YORK CITY TOBACCO AD BAN!

ON APRIL 30, THE SPEAKER OF THE NEW YORK CITY COUNCIL, PETER F. VALLONE, PROPOSED A LAW (BILL #0511) WITH SEVERE RESTRICTIONS ON OUTDOOR ADVERTISING OF CIGARETTES AND CHEWING TOBACCO. AND IF ENACTED IT WILL DEVASTATE OUR BUSINESSES...

THE PROPOSED LAW, IF PASSED:

- WOULD BAN ALMOST ALL "PUBLICLY VISIBLE" ADVERTISING OF CIGARETTES AND CHEWING TOBACCO, INCLUDING SIGNS AT RETAIL ESTABLISHMENTS, WITHIN 1,000 FEET OF SCHOOLS, PLAYGROUNDS, YOUTH CENTERS, AMUSEMENT ARCADES, AND SIMILAR FACILITIES.

- SINCE ALMOST EVERY LOCATION IN NEW YORK CITY IS WITHIN 1,000 FEET OF SUCH A FACILITY, THE PROPOSAL AMOUNTS TO A VIRTUAL OUTDOOR ADVERTISING BAN FOR THESE PRODUCTS IN THE CITY.

- PROHIBITS RETAILERS FROM PARTICIPATING IN CERTAIN TOBACCO PROMOTIONS AND COULD PROHIBIT USING INDOOR CIGARETTE ADS AND DISPLAYS THAT ARE VISIBLE FROM THE OUTSIDE.

WHAT'S NEXT ?

- A MAJOR FINANCIAL IMPACT ON YOU, AS LEGITIMATE BUSINESS PEOPLE AND YOUR EMPLOYEES, AS WELL AS FURTHER EXCESSIVE RESTRICTIONS THAT WILL CAUSE ECONOMIC DISRUPTION TO RETAILERS.

- A THREAT TO THE ECONOMIC HEALTH AND VIABILITY OF OF TENS AND THOUSANDS OF "MOM AND POP RETAILERS".

- WHEN YOUR ADVERTISING RIGHTS ARE RESTRICTED, OTHER LEGAL PRODUCTS COULD BE VULNERABLE, INCLUDING ALCOHOL AND BEER.

TIME IS RUNNING OUT !!!

CONTACT YOUR CITY COUNCIL REPRESENTATIVES IMMEDIATELY AND ASK THEM:

- TO OPPOSE THIS LEGISLATION BECAUSE OF YOUR LEGITIMATE RETAIL BUSINESS CONCERNS
- TO SHARE YOUR CONCERNS WITH SPEAKER VALLONE
- TO REFRAIN FROM BECOMING A CO-SPONSOR OF THE BILL
- TO SPEAK WITH OTHER COUNCIL MEMBERS AND URGE THEM TO DO THE SAME

51851 8192

Lorillard Hand-out

07/22/97 09:39 R. J. R. MANH. 021

Source: https://www.industrydocuments.ucsf.edu/docs/tsyn0000